

# Stout Magazine

Fall 1988



Chancellor  
Charles Sorensen



# KEEPING A UNIQUE UNIVERSITY GROWING

Charles Sorensen  
is ready to  
"build for the future."

For only the sixth time in its 97-year history, Stout has new leadership.

Appointed by the University of Wisconsin System Board of Regents to take the university into its second century was Charles W. Sorensen, a 47-year old administrator who has served as vice president for Academic Affairs at Winona State University (Minn.) since 1984.

Sorensen succeeds Robert S. Swanson, who retired in March after 15 years as chancellor. He comes to Stout with a deep appreciation of the university's mission, the strong relationships it has developed with business and industry and the success the university has enjoyed in preparing students for careers. He does not view his appointment as mandate for change.

In announcing the appointment, UW System President Kenneth A. Shaw said, "Like its past leaders, he has a respect for tradition and for Stout's unique mission — and as past leaders, he has shown a willingness to leave no stone unturned in assuring excellence."

Paul R. Schilling, Milwaukee, the newly installed president of the UW System's Board of Regents, credited the new chancellor with "a no nonsense" orientation to the challenges and opportunities at Stout.

"We look to him to lead that institution in its continuing pursuit of its unique mission," Schilling said.

In some respects, Sorensen's appointment is a complete break with the recent past. The last three chancellors had degrees from Stout and each had a strong background in

industrial education. Sorensen is a historian. His doctoral dissertation was titled "A Response to Crisis: An Analysis of New Haven, 1638-1665."

Sorensen's educational journey to Stout took him from Black Hawk College in Moline, Ill., to neighboring Augustana where he received a bachelor's degree in 1964 with work in history and political science. After a brief teaching assignment in Colorado, he decided to pursue graduate work at Illinois State. His work there led to Michigan State University, where he received a doctorate in 1973.

The foundation for Sorensen's administrative career was gained at Grand Valley State College in Michigan. He began a steady climb up the teaching and administrative ladder following his appointment as an instructor in 1970. He was promoted to assistant professor two years later and associate professor and department chair in 1975.

Although relatively young and new to Grand Valley, additional promotions came quickly. In 1978, he was named an assistant dean and then acting dean of the College of Arts and Sciences. The college was Grand Valley's largest academic unit. It had a \$6 million budget, nearly 200 staff and housed 60 programs. After a year as acting dean, a Search and Screen Committee selected him for the position permanently.

The job was not without major challenges. Grand Valley had fallen on hard times. Enrollments slipped dramatically. Sharp budget cuts followed. The university declared a fiscal emergency and followed that with lay-offs of tenured staff.

Sorensen concedes those years were difficult, but he feels he left Grand Valley with some pleasant memories and continuing friendships. Grand Valley gave him a chance. He was a young and inexperienced administrator. "I owe them (the staff) some things. There are a lot of friends back there."

The fiscal and enrollment problems helped shape Sorensen's administrative philosophy. "You deal with the present problems, but you also build for the future."

Sorensen feels programs and enrollments at Grand Valley are strong today because of actions taken then. Enrollment is now at 9,500 after falling to a low of 6,000. "I was part of a team that put together a strategy at Grand Valley that worked."

In 1981, Grand Valley selected Sorensen for participation in Harvard University's Institute for Educational Management. The intensive five-week program provided background in financial planning, marketing, labor relations, management information systems and law. The experience was another building block in a career that was now pointing toward a college presidency.

Sorensen concluded that if he were going to head a university, he needed experience as a chief academic officer. In 1984, he was named vice president for Academic Affairs at Winona State. A 6,500 student campus along the Mississippi River, Winona State presented some of the same challenges Sorensen found at Grand Valley.

His office served five colleges and had other responsibilities that included administrative and academic computer centers, student admissions and records, library, and inter-collegiate athletics.

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In addition, he was the university's equal opportunity officer charged with implementing the affirmative action program. Winona is part of the Minnesota State University System.

In an interview, Sorensen cited efforts both at Winona and Grand Valley that were successful in gaining financial support from outside sources. At Grand Valley, Sorensen worked closely with faculty in securing three major grants totaling more than \$700,000. Winona has received more than \$1 million in program benefits from IBM. He is quick to point out that any success he has enjoyed has always been the result of team effort. While at Grand Valley and Winona, he laid the ground work for engineering programs. Stout is actively seeking an engineering degree.

Because Robert Swanson's tenure as chancellor with Stout was recent and long, Sorensen will have to contend with comparisons for a while. That's not all bad. Swanson left a long record of accomplishments. Sorensen appears to possess the same qualities needed to build such a record.

Like Swanson, Sorensen's "long suit" is honesty. He responds to questions with unfaltering openness. He enjoys hard work, the challenges offered by education, meeting people and helping students succeed. He is

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genuine and obviously humble. If he is fortunate enough to be part of a successful venture, he prefers that others get the credit.

Charles Sorensen was born in Audubon, a small town in western Iowa. His father, Peter, came to this country from Denmark. His mother, Anna, also Danish, was born here. There were six children, four girls and two boys. Sorensen was the third youngest.

The family moved to Davenport, Iowa when Sorensen was one year old and then to Moline three years later.

The family home was along the Rock River, a tributary of the Mississippi. The area offered plenty of opportunities for hunting and fishing.

"Every spring, the river came over its banks into our back yard," he recalled. "We tubed down the river.

Mother detested that but we did it anyway. There has been outdoor activity all of my life. I hunted. I fished. I was an avid baseball player. Mediocre, but avid."

He went to work at 15 in a gasoline service station, a job that he retained through college.

Sorensen's father, who died two years ago, worked as a press operator at the Rock Island Mill Works. His mother now lives in Kewanee, Ill. Through her constant urging, he continued his education after high school. When she learned he had been named chancellor at Stout, "she was pleased and proud."

Generally, students growing up in the Moline area in the 40s and 50s did not go on to college. Most took jobs at John Deere or at one of the other manufacturing plants in the area.

## The influence of teachers

Besides his mother, three teachers and Black Hawk Community College in Moline, Ill., have helped shape the life of Charles W. Sorensen. He shared those thoughts during a wide-ranging interview.

About Jack Coder, a junior and senior high school teacher in Moline, he observed: "He was very influential. He kept telling me I had much more ability than I was demonstrating. Mr. Coder always said, 'You can do better Charlie, you can do better.' He taught social studies, economics and government."

Mrs. Clara Carlson, an English teacher at Black Hawk Community College: "She really woke me up to the fact that if you wanted to be a serious college student, you

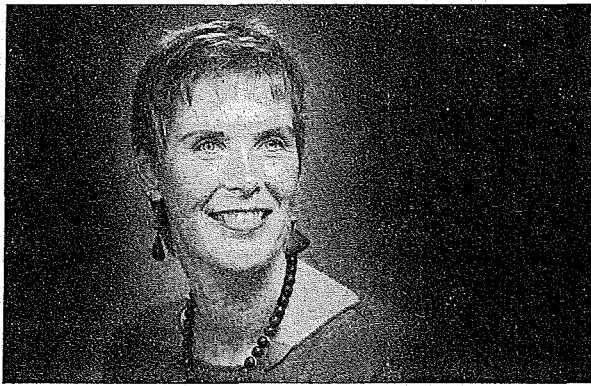
had to work hard. She taught me that there is an excitement to intellectual life. There were things to be gained. Rewards are felt throughout your entire life. Once you accept that there is something to the life of the mind — to study, to enjoy good literature — that is with you forever. It changes you. Enriches you in ways that you cannot imagine when you are a student. I really appreciated her a lot. I never thanked her for that. She died before I could thank her. I've always been sad about that."

Benedict Zobrist, a historian at Augustana: "Dr. Zobrist was a man who influenced me to become a historian. Not by proselytizing, but by his example of what a good historian was and how exciting his-

tory is to study. When I transferred to Augustana as a junior, I took him for a course and realized immediately that I wanted to emulate his life as a historian. I fell in love with history. Because of that, I became a major in history and pursued the doctorate. Dr. Zobrist went from Augustana to the Harry S. Truman Library as director."

Black Hawk Community College: At the urging of his mother, Dr. Sorensen agreed to attend Black Hawk. "I finally decided it was something to try for a year or two. Black Hawk was an access school, so I am a product of the idea of access to higher education. I was successful there. I became more confident in my ability. In my second year there, I decided to look

into education as a career. I wouldn't be here today if it weren't for a parent who wanted me to go into education. And then an available college to provide an opportunity. It is very clear cut, I would not be here. So I believe fundamentally in the idea of giving people a chance by providing people access to education. We have a lot of young men and women, even older men and women, who if given the chance, will develop resources that they don't even know they have. We must provide that opportunity. Over the centuries, we have wasted talent. Access to higher education provides important mechanisms so that people who are slow starters and late bloomers have a chance."



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## Goals of her own

"I have some pretty lofty career goals of my own," declared Toni Sorensen, wife of Charles Sorensen. Although she intends to help her husband with his many responsibilities, she will also devote time to her own new position as a physical education instructor and teacher supervisor at UW-Eau Claire.

In her 40 years, she has acquired a lengthy resume of accomplishments. Her last three years were spent at Winona State University, where she taught dance and physical education courses, was chair of the physical education department and director of women's athletics.

In addition to her new job, she recently presented a paper to the Seoul Scientific Olympic Research Congress at the Summer Olympic Games in Seoul. Selected as one of 300 people invited from 26 different countries, her paper

was an outgrowth of her doctoral dissertation.

She is also a mother — the Sorensen's have three teenage daughters from their previous marriages.

"I'm a pretty energetic person," she said, when asked how she fits it all in. She attributes much of her ambition and drive to her father's encouragement. "He made me believe I could be anything I wanted to be," she explained, describing an idyllic childhood spent in Grand Rapids, Mich., where her father worked as a patternmaker.

After receiving her bachelor's degree in physical education from Grand Valley State, she went on to earn her Ph.D. from Michigan State.

Trained in jazz, ballet and tap dance, she is also proficient at aerobic dance. Teaching, however, is another passion. "I don't ever not want to

work," she said. "I have a lot of fun teaching...I love being in the classroom."

Being widowed when she was 26 was both a tragedy and an eye-opener. Despite working for years and earning a higher salary than her late husband, her credit cards were taken away after his death. "There were just a variety of things that happened," she said. "I had not felt discriminated against before that."

Happily married for nine years with three daughters — Elizabeth, 19; Heather, 15; and Jennifer, 14, the Sorensens seem to be a couple who "have it all." She agreed that she has been able to successfully balance a family and career, but not without her family's support. "I think it takes the right combination of people," she said. "I couldn't do what I do if we didn't have a very cooperative and very egalitarian relationship. He's a very competent man."

She looks forward to the many social opportunities her husband's job will bring. "I don't view those as an onerous task. The university has always been our life...our social life really revolves around the university and the community. We both like to entertain and we expect to be doing a lot of that."

With the trip to the Olympics, a change of communities and households, and the responsibilities of a new job, it is natural to assume that stress is a large part of this woman's life, but her calm demeanor does not reflect this. In fact, she seems to thrive on challenges, noting that being an only child may have encouraged her to pursue more responsibility than her peers. "I've always felt older than I was," she confided. "I think I rushed into being an adult." Growing old doesn't phase her either. "Life just simply gets better every year."

Admittedly, Sorensen was not a serious student while in high school. "I probably wasn't the ideal student. It took me a while to catch on fire academically. I enjoyed my subjects, but I was never a real serious student. The culture I came from didn't encourage that. The ideal was getting a well-paid factory job. Most of my friends did exactly that. I did it for a summer. I thought there had to be a better avenue to a better life."

Once turned on to education, Sorensen never turned back. The course he has followed as a teacher and administrator, he feels, has provided him with the rich background needed to help Stout reach the next rung in its development.

"I have gone from history instructor to chancellor. I have experienced every stage. I understand the student attitude, the faculty attitude and staff atti-

tude. I have gone through good times, I've gone through bad times. I have made hard decisions.

"Second, I think I have a real understanding of where education is going. I have been able to change, to adapt, to look at where we have to go in higher education. I'm able to point schools in that direction. I think I have the vision to provide leadership for a university like Stout.

"Third, I have the energy to commit myself professionally to doing a job well. I have interpersonal skills. I think I can provide leadership for faculty, for staff, for my personal staff. I can delegate authority when I have to delegate authority so that momentum is maintained. I bring those professional characteristics to the job."

Sorensen expects to divide his time between on and off campus responsibilities. "As chancellor, you are the

symbol of the university. You set the academic tone for the university. That is very important.

"On the other hand, I think that representing the university to constituents, alums, corporations, some of the national organizations, that's very important. I think we no longer, at least I no longer, believe that a chancellor can only be an on-campus person. I think the chancellor has to be actively involved in reaching out to the region and to the state because that is where the university is. We're not simply educating people in Menomonie, Wisconsin. We educate people from throughout the world.

Sorensen and his wife Toni have three daughters, Elizabeth 19; Heather, 15; and Jennifer, 14. The couple has purchased a home overlooking Tainter Lake.

# Tapping into the Mushroom Market



Artwork courtesy of Forest Resource Center, Lanesboro, Minnesota

**S**hiitake mushrooms could become a superb cash crop in Wisconsin. At least that's what Art Muller hopes will happen.

Muller, a professor of packaging at Stout, has been directing a group of Stout faculty to find a better way to package, distribute, promote and market shiitake (*pronounced she-taw-kay*) mushrooms.

The project, co-sponsored by the River Country Resource and Development Council

Inc. and the SHII-GAW Shiitake Growers Association of Wisconsin Inc., could be an economic boon to farmers and other rural-dwellers who wish to make some extra cash. The Shiitake Growers Association currently has about 200 members.

Light to dark brown in color, shiitake mushrooms have a woody or nutty flavor that's stronger than the mild flavor commonly associated with button or oyster mushrooms, Muller said. A little bit of shiitake mushroom goes a long way when cooking, he added.

"My wife and I made omelets using them but we used too much and the taste was way too strong," Muller said.

Currently, shiitake mushrooms wholesale at \$5 to \$7 a pound. "It seems that a fair number of the growers (in Wisconsin) do this as a secondary income source," Muller said. "In only a few cases do people rely upon this as their only income source."

But, Muller pointed out, as shiitake mushrooms become more readily available to grocers and more popular with consumers, their price will likely drop, thereby reducing profits. Still, the start-up cost for raising these mushrooms is small, Muller said, meaning profits are possible.

Like many types of wild mushroom, the commercially grown shiitake begins life on felled trees. In fact, its Japanese name literally means mushroom (take) of the fallen tree (shii). However, the finest quality shiitake grow on freshly cut oak logs about four feet long and six inches in diameter, Muller said. Several holes are drilled in the logs to accommodate plugs of mushroom spawn, or seed, Muller explained. The logs are then soaked with water and stacked to begin the growth of the mushroom spawn.

"The spawn runs through the sapwood barrier (directly beneath the bark) and in as short as six months but sometimes up to eighteen months you get mushrooms," Muller said.

Twice a year, in late spring and early fall, the log "fruits" with mushrooms, Muller said. This continues for up to six years until the log's nutrient base is exhausted. With a two-hundred log operation (about one cord), a grower can expect some 30 pounds of mushrooms during the first year and up to 300 pounds of mushrooms during the fourth or peak year.

But, what happens to the mushrooms after they're grown? "You can be up to your arms in mushrooms but if you can't sell a nickel's worth, then it's all for naught," Muller said.

Although the United States annually



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spends millions of dollars importing shiitake mushrooms from their major source, Japan, the domestic market may be tough to crack.

"Mushrooms are urban — suburban cooking, not country 'meat and potato' cooking," Muller said.

Muller's group would like to tap into the U.S. shiitake mushroom market by expanding production in Wisconsin.

"Right now, the shiitake growers are not well organized," Muller said. "They're individually selling their mushrooms to whoever'll buy them — restaurants, grocery stores."

"The feeling is, we have to get together and work on this (to sell the mushrooms)," Muller said. "However, the growers are looking at this as a hobby in most cases."

Perhaps the best way to market shiitake mushrooms is to let them sell themselves. The key is to provide mushrooms of a higher quality than those currently found on grocery shelves, Muller said.

Even when they're refrigerated, shiitake mushrooms will spoil in less than two weeks. They're also only available for sale for a few weeks after harvest. Muller worked with a process called Controlled Atmosphere Packaging (CAP) to extend the shelf life of the mushrooms and allow for year-round sale.

Fruits and vegetables eventually spoil because they continually "respire," or exchange gases with the atmosphere, Muller said. CAP slows down respiration by placing fruits and vegetables in air that's continually monitored and controlled, he explained.

"For example, bananas are grass green when they're picked in South and Central America," Muller said. "But they're placed in a ship's hold that's filled with carbon dioxide and they stay green until they get to the store."

By carefully balancing the amount of oxygen, nitrogen and carbon dioxide present in the air during packaging, it's hoped that the mushrooms will not spoil as quickly.

But care must be taken in the process. "With mushrooms, we have to maintain at least a small amount of oxygen or else types of anaerobic bacteria (that survive without oxygen) will poison the mushrooms," Muller said. George Nelson of the biology department is assisting in that phase of the research.

Promoting shiitake mushrooms may be boosted by offering new recipes using the mushrooms, Muller said. Jan Timmer and Anita Pershern from Stout's food and nutrition department have been working on these recipes.





# THE DUAL VIAL

## Stout team tackles the nuisance of child-resistant packaging

Child-resistant packaging is known for being both a blessing and a curse. It is a great concept for preventing children from opening potentially dangerous medications, but for adults, especially the elderly, such packaging can be a nuisance.

With this dilemma in mind, researchers at Stout have spent a year designing special packaging systems that are tough for kids but easy for the elderly to open — not an easy task. James Bjornerud, director of the project and professor of materials and processes, said the \$80,000 grant awarded by the Consumer Product Safety Commission has been well-earned.

"The real challenge has been getting it (the design) off the paper and into the real world," he said, adding that financial and industrial limitations have hampered the process.

Bjornerud said consultants from other areas at Stout, including child development, industrial design, applied technology and home economics, have assisted with the project.

Associate project director Bob Berkemer explained that there is a demand for such dual-purpose packaging because as adults age they decline physically, and begin to experience more aches and pains than they did when they were



younger. These ailments can range from a general weakness to severely painful arthritis, he said.

Because of deteriorating health, the elderly tend to rely on medication more than the average person. "They're taking more kinds of medication and more prescriptions with greater frequency," he noted. "Sometimes eight a day." This is particularly frustrating when the average pill bottle requires almost Herculean efforts of twisting, pressing or both simultaneously.

But simply making medication more easily accessible to the elderly is not the answer — children's safety must be considered as well. Berkemer said the hard-to-open bottles were widely manufactured in the mid-1970s, with the passage of the Poison Prevention Packaging Act.

Despite the precautions, he pointed out that there are anywhere from 60,000-75,000 reported poisonings each year in the United States and numerous deaths resulting from these incidences.

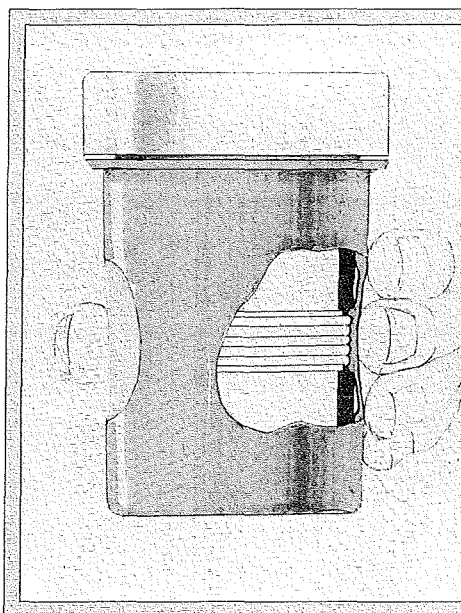
Berkemer went on to say that frequently such tragedies occur because an elderly person loses patience with complex packaging systems and either leaves the cap off the medication or places the bottle's contents in a dish. Since many elderly people are also grandparents, it is not surprising that visiting grandchildren commonly mistake a colorful array of tablets for "candy" and are poisoned.

Berkemer said the team's research has centered primarily on the elderly "because there is lots of data on children but not much on the elderly."

"We've been focusing on what generally is the physical condition of people between (the ages of) 60-75," Bjornerud said.

To do this, the researchers randomly mailed about 1,700 questionnaires to senior citizens in the area.

Bjornerud stressed that the goal of the project has not only been to create a unique packaging design in an attempt to solve the problems, but to provide general baseline criteria that the entire industry can use. He added that they have hit upon at least one patentable concept and several potential ideas after months of work.



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Named the "dual vial," Bjornerud described the design as "a vial within a vial." Berkemer said the bottle is simple yet effective, the only drawback being its slightly higher cost to mass-produce.

"Any increase in cost is frowned upon (by the packaging industry)," he stated. "The average prescription package runs around 15 cents...raising it by 3 cents would be a big jump."

Bjornerud said the principle behind the dual vial is based on the fact that children primarily use their large motor skills when handling objects, since their small motor skills are not well-developed yet, unlike adults. "Adults have small motor skills and are able to apply pressure in two specific areas (on the vial)," he said.

The design has been tested by two groups — five children between the ages of three and five, and five elderly adults. According to Bjornerud, the children were instructed to open the vial within five minutes. After failing to do this, the correct opening procedure was carefully demonstrated to the children and they were allowed to try again. None of them was successful; however, each of the adults could easily open the vial.

Bjornerud also said that the year of hard work has been worth it. "We think it's a very good purpose to save kids' lives, and make adults' lives easier," he commented. "And really, if you make it easier for adults to have access to their medication, they'll be more likely to take it correctly."

## New packaging would reveal tampering

Researchers at Stout will attempt to develop "tamper evident" food packaging systems under a \$115,000 grant awarded by the Wisconsin Department of Development.

Chuck Yost, director of the one-year project, said that staff members and students will be working with Speciality Packaging Group Inc., a Wausau firm that produces spirally wound containers such as those used in packaging grated Parmesan cheese.

"Tamper Evident Closure Project" is the title of the research effort, which is expected to involve about 15 staff members and a half dozen students from the packaging, industrial design, product design and industrial management areas at Stout.

Yost explained that most product tampering

to date has been with pharmaceuticals. However, he said that the food industry is also recognizing itself as a potential target. "The food industry is becoming rather sensitive to the risk of tampering," he said. "It hasn't happened yet, but it may in fact happen."

Yost said that the first phase of the project involves "conceptualizing new ideas." Researchers will then decide what closure ideas should be further developed, will produce prototypes, and then will market test ideas.

If these ideas are successful, royalties will be paid on a per package rate to both Stout and to the Department of Development's "Technical Development Fund," the source of the research funding. "Stout will control the patent on the new ideas generated by the project," Yost said.

# A Father's Touch

Today's dads are challenging the traditional roles of fathers



Many of today's fathers are taking a more nurturing approach toward their children than their own fathers did, according to studies conducted by Bob Salt, assistant professor of family studies at Stout.

Salt said this is partly because sex roles are slowly evolving. "More men than ever before are becoming more intimately involved on the affection level with their children," he said, adding that this is especially apparent in the relationship between fathers and sons.

Firmly entrenched stereotypes about the sexes have affected the way we interact with little boys and little girls. For example, Salt pointed out that our first impressions of babies are based on gender. "If I look at a boy and think of him as strong and tough, then I'll be more likely to throw him up in the air," he noted. Girls, however, are more often cuddled and held. Thus boys, as a general rule, grow up with an emphasis placed on aggression and independence, and less attention given to expressing emotions and giving or receiving nurturing touches. Salt doesn't think this is healthy. "Men need to be able to nurture and have contact with one another other than knocking each other down on the football field," he said. "We learn what we see and, if you didn't see it, you probably don't know how to do it. It's very hard to break patterns."

He has been studying fathers since 1980 and has earned a doctorate in family studies at Purdue University. Several specific studies have formed the basis of most of his research. The first study, done in Northern Maine, was a survey of fourth graders who were asked about the perceptions they held regarding their fathers and mothers. Although the findings were fairly predictable — most of the children indicated that their mothers gave more nurturing touches than fathers, while their fathers provided more playful contact than mothers — Salt observed that in looking at fathers separately, there were more nurturing-type touches reported than playful ones.

In another study at Purdue, Salt observed and videotaped a number of fathers playing with their sons for about 40 minutes, while recording each form of touching behavior that occurred in that time. Later, the father and son pairs took part in a survey to determine their attitudes about the importance of touching. Salt said the results proved that both fathers and sons felt touching was vital to their relationship, reporting hugging as the most common form. He added that privacy is usually a prerequisite to nurturing behavior. "Whenever friends were around, (sons) didn't want anything to do with touching (their fathers)," Salt said.

He was surprised by the findings from both studies. "It's very clear that most fathers are more intimately involved than we think they are," Salt said. "This is a major change

and a very positive change for the '80s." He stressed that taking a more active role in child-rearing does not mean today's fathers love their children any more than their fathers did, only that they are more comfortable in a nurturing role. Although mothers have traditionally been the chief nurturers, Salt said men are equally qualified. "Single men are just as competent at parenting as (single) women," he stated. "People fell into the cultural stereotype that says women have better parenting skills than men do."

Overcoming this stereotype takes some work but it can be done. Salt said simply changing misconceptions through an attitude adjustment helps, as well as having a healthy support system built up. "Men who get positive feedback from their peers, their co-workers and their family are more actively involved with child-rearing than those who do not," he said, going on to say that the support — or lack of it — displayed by a man's co-workers is often the most crucial.

Salt said in order to become more nurturing, fathers must re-evaluate the time they spend at work or focusing on their careers and spend more of it on their offspring. "There are a lot of trade-offs," he noted. "You're not going to be as successful at work, for one thing. But ultimately you have to decide what is most important and make choices."

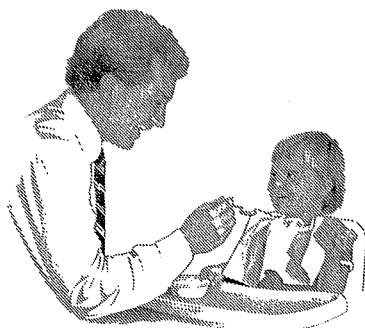
He emphasized that the rewards, such as forming a strong father-child bond, are potentially great. Other advantages resulting from fathers taking on more parental responsibilities include a greater sense of independence in

children and more risk-taking, both of which are major factors necessary for success.

"Ultimately, there's a lot of research that says the more involved the father is, the better it is for the kid," Salt said, citing higher self-esteem, increased I.Q.'s and improved performance in school as evidence.

Salt pointed out that 25 years ago, less than 1 percent of fathers were present during the birth of their children. Today 80 to 90 percent are there. Other duties, typically allocated to the mother, have also become more acceptable for fathers to take over. "The modern father...is more likely to change diapers, and to see taking care of his kids as taking care of his kids rather than helping out his wife," he said. "He is also more likely to state publicly how much his kids mean to him." But like most everything else, this is a gradual change. Salt said the vast majority of women are still the primary caretakers of their children.

He said it is important to remember that in order for men to assume a more active role as a parent, women must reduce their role and this isn't always easy to do. "Both men and women have to make sacrifices to make changes in society," Salt asserted.



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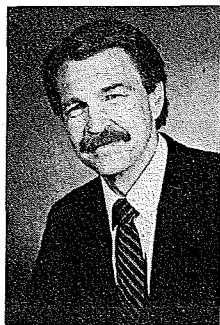


# Making News

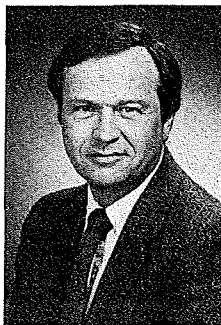
## Teaching and service awards presented



Coomer



Krueger



Siedlecki

Recipients of this year's outstanding teaching award at Stout are Jerry Coomer, chairman of the industrial management department, and Charles Krueger, associate professor of industrial management. Bill Siedlecki, associate student center director, is the recipient of the Outstanding Service Award.

Selection this year was made through balloting during student government elections and by polling the August and December 1987 graduating classes.

Coomer has been on the Stout staff for 17 years. In addition to his duties as department administrator, he teaches senior-level courses in organizational leadership and supervises graduate research papers. He does extensive speaking and consulting with a wide variety of businesses and industries. He also holds a Horton Professorship at the university.

Krueger, with 19 years of service at the university, has taught more

than 20 different courses on subjects such as architectural design, communications, production management and organizational leadership. He has served as an outside consultant and trainer for managers, supervisors and executives for more than 500 organizations. He is also the author of numerous magazine articles and training manuals for business and industry.

Siedlecki joined the Stout staff in 1969. He is primarily responsible for coordinating the activities of more than 160 student organizations and serves as an adviser to student government. He also works with student organizational leadership and development programs. He was involved in the design and construction of the new \$7.5 million Memorial Student Center which opened in 1985. He has been a member of the Community/University Relations Committee since its inception and is a former chairman.

## McGuire named mathematics head

William C. McGuire has been appointed chairman of Stout's mathematics department, according to an announcement by Gerane Dougherty, dean of the School of Liberal Studies.

Prior to coming to Stout in 1982, McGuire was an associate professor and chair of the mathematics department at Western New Mexico University. He also held positions at Iowa Lakes Community College as a chemistry instructor; Northeast State Junior College in Alabama as a math and chemistry instructor; and Hastings Junior High School in Minnesota as a science teacher.

McGuire is on the Quiz Bowl Committee for the applied mathematics conference; is a program adviser for the applied math department; and serves on various departmental textbook selection committees and the Liberal Studies Task Force for General Education Committee. He also served on the Applied Arts Program Committee and the Liberal Studies Positive Action Committee.

McGuire received his bachelor's degree from St. Thomas College, St. Paul, Minn.; a master of combined science degree from University of Mississippi; and a doctor of arts degree from University of Northern Colorado, Greeley.

## Bensen, Nelson honored

Two Stout staff members have received top honors for their contribution to vocational education by the Wisconsin Vocational Association.

James Bensen, dean of the School of Industry and Technology, has been named the association's University Administrator of the Year; Orville Nelson, Stout's codirector of the Center for Vocational, Technical and Adult Education, has been named University Teacher of the Year. These awards were presented during the association's annual conference in Appleton.

Bensen has been in his present position since 1980. He oversees seven undergraduate majors with a total of 3,200 students, and five graduate programs with more than 200 students. During the past 22 years, he has been actively involved in vocational education at the state, national and international level.

Nelson is responsible for his center's overall financial management and projects associated with it. During the past 16 years, the center has received more than \$5 million in project funding. Nelson also teaches graduate research courses and supervises graduate students.

## Dickman honored for disability awareness

Donald Dickmann, a Stout professor of biology, is this year's recipient of the university's Disability Awareness Award for awareness and sensitivity to the needs of students with disabilities.

This is the fifth year for the award.

Purpose of this award is to honor a staff member who has shown sensitivity to the unique needs of students with disabilities, according to Ann Yurcisin, director of Services for Students with Disabilities. "This honor is especially significant because students with disabilities provide the nominations," she said.

Dickmann has been at Stout since 1961. He has taught and been instrumental in developing a num-

ber of courses in the biology department including the course Physiology of Disabilities. He has received recognition as an exemplary instructor, and has been honored by the Vocational Rehabilitation Club for promoting the rehabilitation field through instruction in an area outside of the vocational rehabilitation department.

Dickmann received his award at the Stout Student Association awards banquet.

The award was made possible through the support and assistance of the Stout University Foundation and is administered through the Office of Students with Disabilities.

Currently, there are more than 300 students with disabilities attending Stout.

## Stout budget approved

A \$61 million operating budget for Stout was approved by the UW System Board of Regents.

The budget covers the current fiscal year which began July 1 and ends June 30, 1989. Of the total operating budget, fewer than half of the funds come from state tax dollars. The balance is funded by fees, gifts and grants.

This year's budget contains \$38.1 million in salaries and fringe benefits for the university's 987 permanent employees and graduate assistants. Included in the budget is a 2 percent annual compensation adjustment for faculty, academic staff and non-contractual classified employees.

Other items in the budget include \$10.7 million for supplies and

services, \$3.1 million for equipment, and \$9.3 million for campus-based financial aid and debt service.

A \$291,000 special allocation has been budgeted for the fourth year of a ten-year program approved by the legislature to assist with the costs of upgrading aging laboratories.

James Freer, university budget officer, said a full-time undergraduate Wisconsin student at Stout will pay \$3,687 for tuition, fees, room and board during the 1988-89 academic year. Freer said that represents an overall increase of 3.4 percent from last year. Tuition was increased by 4.4 percent and fees, room and board increased approximately 2.8 percent.

## Athletic hall of fame inducts four



Perkins



Erickson



Obermueller



Olson

A champion swimmer, an offensive lineman who was drafted by the Kansas City Chiefs, and two basketball standouts who played on teams 50 years apart, were inducted into Stout's Athletic Hall of Fame at ceremonies Saturday, Sept. 10.

Inducted were Charlotte Fritsche Perkins BS '78; Richard Erickson BS '67, MS '69; Kenneth Obermueller BS '75; and Tom Olson Dip. '29.

Perkins, of Gulf Shores, Ala., who compiled the best records achieved by any swimmer during her three-year career at Stout, becomes the first woman inducted into the Blue Devil Hall of Fame. As a sophomore in 1975-76, she won the individual conference championship in the 100-yard breaststroke, placed second in all three breaststroke events at the AIAW regional meet and went on to win her first All-American title in the 50-yard breaststroke.

In 1976-77, Perkins won two more conference championship titles in the breaststroke events and was a member of Stout's conference medley relay team. That year at the national meet she placed second, third and fourth in the breaststroke events, adding three more All-American titles to her record. In 1977-78, she finished her career with three more conference championship titles and three more All-American performances at the National Championship meet.

Erickson played football for the Blue Devils from 1963 to 1967. He was selected NAIA All-American honorable mention in 1965 and 1966. He was a member of the all-conference team in 1966. He was

drafted in the seventh round by the Kansas City Chiefs in 1967, the highest draft position earned by a Stout football player.

A native of Alexandria, Minn., Erickson is currently assistant administrator for the Institute of Physical Medicine and Rehabilitation, Peoria, Ill. He received the Wisconsin State University Conference Medal of Honor, awarded for academic excellence in 1967 and was cited in 1977 by Stout's Vocational Rehabilitation Institute for its "outstanding graduate" award. Erickson was a center on the 1965 conference championship team.

A native of Colfax, Obermueller led the 1975 basketball squad to a conference championship. He received All-American honorable mention honors in his senior year. He was named the university's scholar athlete in both his junior and senior years. An exceptional outside shooter, he scored 1,019 career points, shooting 50 percent from the field and 82 percent from the free throw line. He was the team's co-captain and most valuable player his senior year, when he received all-conference honors and was second in conference scoring.

Obermueller, a loan originator

with Durand Federal Savings and Loan, lives in River Falls.

Olson, Waconia, Minn., earned three letters in basketball and football while at Stout. Following his graduation from Stout, he coached basketball and football in Delavan, Minn., where he was instrumental in organizing the football program. He later coached football, basketball and track in Waconia for 32 years until his retirement in 1972.

One of the high points in Olson's career at Stout occurred during the 1925-26 season in a game at River Falls. He was playing guard and was fouled as he grabbed a defensive rebound. Walking to the other end of the floor, the Blue Devil coach shouted to him "You miss this and you walk back home." He made the free throw and they won the game. Needless to say, he rode home.

Olson, who looked forward to attending the ceremonies, died Aug. 16 in Waconia. The award was presented posthumously.

Former Stout Chancellor Robert S. Swanson received the university's Distinguished Athletic Service Award for his years of support as chancellor and as a student at Stout.

## Six staff retire

Six Stout staff members with more than 130 years of collective service to the university have retired.

They are Arnold Piersall, professor, materials and processes; Dennis Bolstad, professor, psychology; Gene Flug, professor, education; Lawrence Wright, associate dean for Graduate Studies and Curriculum; Marvin Larson, instructor, English; and Marie Bolstad, an academic staff lecturer in the music department.

Piersall had been at Stout for 28 years. He served as chairman of the wood technics department, chairman of the Curriculum Committee and chairman of a faculty committee that planned the technical wing of Jarvis Hall. He worked for seven years with a consortium planning and establishing two educational facilities in Algeria. A member of the Society of Plastics Engineers, he was president of the upper Midwest section and a member of the board of directors for that section.

In his 27 years at Stout, Dennis Bolstad was involved in numerous new educational strategies including American Industry in the Professional Teacher Education component, wholistic health, humanistic psychology and the Cluster College, where he served as direc-

tor. He was the first chairman of the department of education and psychology and one of the first persons to serve on the Faculty Senate. He was involved in numerous committees, including those dealing with re-admissions, educational activities, curriculum, positive action and general education.

Flug, who had been at Stout 26 years, introduced a number of innovative ideas to the campus in his role of assistant to former chancellor William J. Micheels. He helped to develop student week, human encounter week and the writing wall in the old Memorial Student Center. He was co-director of the American Industry Project and established Stout's first research center, known as the Center for the Improvement of Learning and Instruction. He was an international student adviser and was instrumental in helping to develop the first constitution for the Stout student organization.

Wright, who joined the staff in 1967, served as acting dean for academic development. He was a long-time member of the graduate council and served as chairman. He also was graduate student club adviser for 13 years. He was acting director for several graduate pro-

grams. Wright helped develop a number of graduate programs including a master's degree in hospitality and tourism, an MS in education and an Ed.S. in industrial and vocational education. For the past 10 years, he managed the graduate college office and for the last eight years, he worked on developing the graduate and undergraduate catalogs. Wright has been a member of Rotary Club for 20 years and is past president. He also served six years on the board of the Myrtle Werth Medical Center, three as chairman.

During his 20 years on the staff, Larson introduced hundreds of students to the works of William Shakespeare. Many of those students received their introduction during freshman English and went on to take the full Shakespearean course that Larson teaches. He has also taught courses in American literature, short stories, expository writing and technical writing. He has assisted many students in securing employment by helping them with resumes and cover letters.

Marie Bolstad has had many years of experience in the public school system at Rice Lake and at Summit School for Girls in St. Paul,

Minn. She joined the music department in 1970 as a half-time lecturer and since 1976, she taught courses in the music department for students pursuing a degree in early childhood education. For 23 years, she directed choirs at Our Savior's Lutheran Church.

## Miller teaches abroad

Richard H. Miller, a member of Stout's mathematics department, has been awarded a Fulbright grant to lecture math in the southern African country of Lesotho. The grant was announced by the Board of Foreign Scholarships and the United States Information Agency.

Miller is one of approximately 1,000 United States grantees being sent abroad for the 1988-89 academic year under the Fulbright exchange program. Established in 1946 under Congressional legislation introduced by former Sen. J. William Fulbright of Arkansas, the program is designed "to increase mutual understanding between the people of the United States and the people of other countries."

Miller has taught at Stout since 1964. In 1975-76, he was a Fulbright lecturer in mathematics in Liberia.

## Study explores children's perception of work and play

The term "child's play" has new meaning through an early childhood development study. Bruce Cunningham, assistant professor in the department of human development, family living and community educational services at Stout, was head of an unusual project that may help parents and teachers better understand what a child perceives as work and what he or she views as play.

Cunningham received a \$6,345 Faculty Research Initiative Grant to conduct the study.

Cunningham explained that he and his student assistant, Janet Maffet, a junior in early childhood education, tested preschool-age children at the Child and Family Study Center. He said each child was tested individually by Maffet who presents a series of cards depicting simple line-drawings of a variety of play materials such as dolls, books and clay. She then asks the child whether the object or scene shown denotes play, work or neither. Depending on the child's answer, the cards are placed in appropriate boxes until all the cards are sorted. After several weeks, the children are re-tested to ensure that the results are reliable.

"(The test) will tell us a little bit about which activities children think are work and which are play," Cunningham said, adding that the test is also administered to the center's preschool teachers and some parents. "That way, we can make comparisons between the three groups," he noted.

It is important to find out what children consider to be work and play, Cunningham pointed out, because their lives should include a healthy balance of both. He went on to say that society has been over-emphasizing work and duty-oriented activities for children, causing stress. "There's been a big concern that parents have been pushing their children too hard," Cunningham said. "We want to balance the two; play is necessary to let children release energy...to do what they choose to do."

But the words "work" and "play" are not necessarily separate ideas. "In a way, the words are used interchangeably," he said. "Work and play are not opposite concepts. Children can learn perfectly well by playing."

Raising young over-achievers has become "in," especially among dual-career couples, according to Cunningham, a trend that is upsetting the natural balance of work and play in children's lives. "Parents are under a great deal of pressure now," he said. "Because parents are so stressed out and so busy, they want to hurry their children along at a faster pace."

Having parents and teachers take the work-play test is necessary because "if there is a big difference in the way that they view work and play and the way children do, then the schedule that is planned (for children) may look very balanced to the adults but not to the children," Cunningham said.

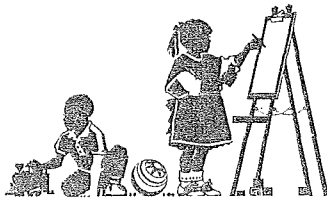
Cunningham cited the disturbing results of achievement-pressure after a standardized aptitude test was given to a group of kindergarten students in Eau Claire. Stress levels were so high, some of the children wet their pants, he said.

The card test is fairly reliable, Cunningham said, because of its simplicity. Photographs were purposely not used since they often contain distracting background material. Color was also avoided, he continued, because color has been shown to bias children's choices. Also, each picture is scaled to represent a preschooler's perspective, making the drawings easier for children to identify with.

Cunningham said he is not condoning an "all play, no work" philosophy, but he does not think learning has to be unpleasant in order for children to benefit. "Is it really the value of work that's important or the value of responsibility?" he asked.

"WORK AND PLAY  
ARE NOT OPPOSITE  
CONCEPTS.  
CHILDREN CAN  
LEARN PERFECTLY  
WELL BY  
PLAYING."

— CUNNINGHAM



## Employee wellness focus of new concentration

A new concentration in employee assistance and health promotion programs has been approved for Stout. The concentration will be offered in conjunction with the university's master of science degree in guidance and counseling.

Gerald Davis, director of the guidance and counseling program, said the concentration reflects a growing concern in industry about the cost of health programs.

"As health care costs have risen, business and industry have become increasingly interested in health cost containment models," he said. "This coupled with heightened employer awareness of 'human wellness' has given rise to employee assistance and health promotion programs." Davis went on to say that health care costs amount to the most expensive fringe benefit for employers, making employee assistance and health promotion programs increasingly attractive.

Essentially, such programs are used to identify and treat problems that inhibit employee performance. Examples include alcohol and drug abuse, family problems, financial difficulties, and psychological disorders. Oftentimes, these problems are treated through referrals. But industry is also encourag-

ing "wellness" programs which encourage employees to adopt life styles that reduce the risk of illness, therefore cutting absenteeism.

Davis said the new concentration is expected to attract people working as employment counselors, practicing employee assistance program counselors, personnel training staff members and occupational therapists. It is also expected to draw people from graduate and undergraduate programs in psychology, vocational rehabilitation, child development and family life, business administration, and hotel and restaurant management.

Davis said the concentration will use employee wellness standards adopted in 1978 by the American Psychological Association. Davis said the concentration has also been developed to meet the standards of two potential accrediting bodies: the Association of Labor-Management Administrators and Consultants on Alcoholism, and the Council for Accreditation of Counseling and Related Educational Programs.

Additional information can be obtained by writing to Davis, care of the Department of Counseling and Psychological Services, UW-Stout, Menomonie, WI 54751, phone 715/232-2373.

## Promotions, tenure and emeriti announced

Promotions in rank, tenure designation and emeritus status for Stout faculty members were announced, following action by the UW System Board of Regents.

Promoted from associate professor to professor are Sue Beckham, English; Gene Bloedorn and Ronald Verdon, art; Jeanette Coufal, human development, family living and community educational services; Mary Hopkins-Best, education; F. Russell James, biology; John See, rehabilitation; and Hugh Williamson Jr., industrial management.

Promoted from assistant professor to associate professor are Robert Berkemer, materials and processes; Paul DeLong and Humphrey Gilbert, art; Frances Garb, biology; Roger Hartz, media technology; Joy Jocelyn, food and nutrition; Joseph Maglio, business; Helen Quinn, English; William Reynolds, education; and Reinhard Schmidt, psychology.

Promoted from instructor to assistant professor are Maureen Munger, business, and Eileen Zito, mathematics. Zito also received tenure.

In addition, tenure was granted

to Wallace Carlson, industrial management; Robert Hendricks, graphic communication; Bruce Johnston and Ruth Mikkelsen, mathematics; Leslie Koepke, human development, family living and community educational services; Michael Levy, English; Janice Timmer, food and nutrition; Frank Kennett, social science; and Jana Reeg Steidinger, Library Learning Center.

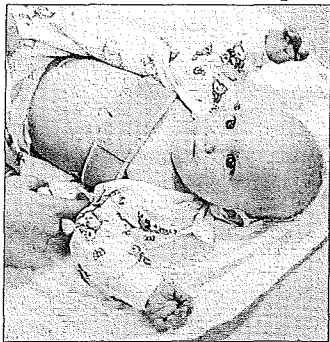
Dennis Bolstad, psychology, Eugene Flug, education, and Arnold Piersall, materials and processes, were named professors emeritus by the regents. Marvin Larson, English, was designated instructor emeritus.

David P. Barnard, Learning Resources Administration and media technology, was named dean emeritus and professor emeritus; Earl Gierke, Vice Chancellor's Office and mathematics, was named associate vice chancellor emeritus and professor emeritus; and Lawrence Wright, Graduate College and industrial and marketing education, was named associate dean emeritus and professor emeritus.

Emeritus status is an honorary designation for retired faculty.



## Functional clothing could save infants' lives



A Stout class has designed some 'baby clothing that will probably never make it to the pages of fashion magazines. But for infants with a special medical condition, the outfits could be lifesavers.

Students in Stout's Functional Clothing Design course had a chance to design and assemble clothing that could someday be of major importance to infants monitored for apnea, the temporary stoppage of breathing. The work was done as a class project, explained Rita Mahan, course instructor and professor of apparel, textiles and design.

All infants experience apnea to some degree during their first year of life. Most immediately begin breathing again. But some do not.

There are no reliable statistics on how many infants die from apnea each year, since the deaths are usually categorized under Sudden Infant Death Syndrome.

Yet it's been estimated that apnea is the cause of 2 percent of all SIDS deaths. In its most recent study, the United States Department of Health and Human Services found that in 1979, 5,279 infants died from SIDS.

Infants identified as having life-threatening apnea are fitted with an apnea monitor, an electronic device which sounds an alarm if the infant stops breathing for more than 15 or 20 seconds. Electrode pads are fitted to the infant's chest with a velcro band and then wired to the monitor.

However, standard baby clothing is not designed for infants on apnea monitors.

"A student in my class who has a daughter with apnea suggested that the students design outfits for apnea babies," said Mahan, in explaining why the class began the project.

The student, Sherri Nelson, discovered that an apnea monitor frequently gets in the way of caring for her infant daughter, Kirsten.

"It makes it difficult to dress or undress (Kirsten) or change her diaper," said Nelson, a graduate

student from Menomonie. "The wires get caught up around her arms and then there's always the chance they could get wrapped around her neck."

"We needed a garment with openings to get at the wires without completely undressing (Kirsten)," Nelson said. "Plus, we needed easy access to take her brachial pulse (in the arms), to get at the electrode pads under her arms and to administer CPR, if needed."

In short, Nelson needed clothes that would allow her to dress and undress Kirsten as quickly and easily as possible. She agreed for her daughter to be used as a role model and supplied all the material needed for construction.

And the students in Functional Clothing Design delivered — a total of five baby outfits in all. Each of the five sleeper-type garments were designed to include openings for the monitor wires and be easy to put on and remove, Mahan said.

"We wanted an outfit that was easy to change," said Jennifer Thorfinnson, a senior from Beaver Dam who co-designed one of the outfits.

"If there's an (apnea) attack, you're going to be in such a panic state that you won't want to take time to get the outfit off," said Thorfinnson, in describing why her group decided on doing a two-piece outfit that snaps together.

Although all five outfits were designed to be functional, they also were fashioned to look just like any other type of sleeper.

"If you have a garment that looks weird, people are going to ask questions," Thorfinnson said.

When creating functional clothing, designers should be able to mask the function of the garment as much as possible by making it more fashionable, Mahan said. "With functional clothing, the thing is you don't want it to look functional," she said.

"I was pleased with the variety (of the garments) and the way they solved the problems," Mahan said.

Nelson, who plans to use the research done on the infant outfits in her master's degree program, said she eventually hopes there could be a market for the outfits.

"We're in the development step right now," said Nelson, who has been contacted about constructing more outfits by an apnea monitor manufacturer.

"Right now, there's no one out there doing this sort of thing," Nelson said. "There's definitely a need and it would be a good area to develop."

## Salmon project involves universitywide effort

Fresh salmon, moderately priced, might someday be a regular item on your dinner plate if a Stout research project is successful.

As an initial phase of the project, Stout received a \$20,000 grant for testing the water quality of Loon Creek, a tributary of the Yellow River near Danbury, on the St. Croix Indian Reservation where the salmon-raising facility is slated to be built. Work will be conducted through the university's biology and chemistry departments.

Fifty-nine proposals totaling \$1.639 million were submitted to the UW System Office of Academic Affairs last November. But only 10, including

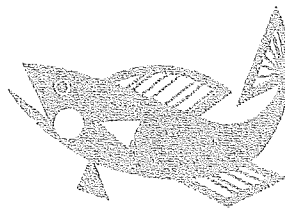
the Stout project, were selected for funding by a group of three external experts in the area of economic development.

Bruce Siebold, director of the Stout Economic and Technical Assistance Center (SETAC), explained that the project is unique because it is a cooperative effort between Stout, the St. Croix Indian tribe and Butler Research International, a St. Paul-based engineering firm.

Siebold said that the project would not only be a boon to area restaurants and grocery stores — there is much demand for fresh salmon in the Midwest, especially

"IT'S A VERY EXCITING  
PROJECT, BRINGING ALL OF  
THESE AREAS TOGETHER,"

— SIEBOLD



in metropolitan areas like Chicago, Milwaukee and Minneapolis-St. Paul — but to the entire state's economy, since the fish-farming facility is expected to employ some 60 to 70 tribal members at an estimated payroll of \$2,044,953 per year. Currently, the reservation's unemployment rate is more than 50 percent.

Once in full operation, the salmon-production facility would raise about 2,200,000 pounds of the fish annually in three species: Atlantic, Chinook (King) and Coho, Siebold said.

The availability of high-quality fresh fish is not the only benefit of the project. Salmon prices would decrease, thanks to lower transportation and handling costs. Wisconsin and other midwestern states currently receive much of their salmon supply from as far away as Norway and Chile.

In addition, Siebold said the facility would provide "spin-off" industries which will provide fish food, wood chips, and other goods and services. Besides producing salmon, Siebold said, the proposed plant would also include a special department created to market dinners featuring salmon combined with reservation-grown wild rice entrees. He noted that this side project is an example of the input and participation of many people, adding that additional Stout skills would be called upon from the Schools of Industry and Technology and Home Economics to help design appropriate packaging for the entrees and to provide accurate nutritional information.

"It's a very exciting project, bringing all of these areas together," Siebold said.

However, before any of this can become a reality, Loon Creek must pass an extensive, year-long water quality test. This is where Stout professors and principal project investigators Martin Ondrus, of the chemistry department, and Douglas Wikum, chairman of the biology department, come in.

Ondrus said that if the creek's water quality is found to be lacking in a crucial area, the project probably cannot proceed. "Things like water temperature, the difference of water components in ground water versus surface water...all those things can make a big difference," he explained.

Wikum said he is already fairly certain that the creek will pass the important oxygen test, since it was selected specifically for its high levels of oxygen, vital for survival of the fish.

Even if the water comes out clean, the project still faces some big challenges. For example, Wikum said that because of the expense of the building, the facility and the necessary equipment, tribal officials are applying for additional grants.

Blending the abundance of skills offered by the university with statewide economic development is what makes the proposal so appealing, Ondrus and Wikum agreed. "Many people on campus feel that this is a foot in the door," Wikum stated. Added Ondrus: "If this whole thing goes to completion, it will be a first."

## Stout launches new publications

This first issue of Stout Magazine represents a continuing effort to improve communication with alumni, friends of the university, staff and other important constituents.

Following an extensive review during the last year, the university has initiated a new communication program which includes this magazine — to be published twice annually — and a tabloid newspaper, which has already seen its first printing. Together, these two pieces will replace the Stout Alumnus, which has been published by the university for more than two decades.

Readers of the Stout Alumnus have avidly supported that publication over the years and a recently compiled readership survey showed continued enthusiasm. For example, 93 percent of the respondents rated the Stout Alumnus as excellent or good. The respondents gave a 90 percent good to excellent rating for the magazine being informative, 87 percent for being attractive, 81 percent for being timely and 81 percent for being interesting. The Alumnus was characterized as "fair and accurate" by 69 percent of those returning the survey.

Nonetheless, many readers offered suggestions that can be best met through separate publications.

Stout Magazine will concentrate on news and information focusing mainly on the university. Our aim will be to keep readers apprised of new developments, research, staff activities, program changes and other things that have an impact on the institution. Class notes and alumni news will be carried in the tabloid.

Staff members in the Office of University Relations who were responsible for the Stout Alumnus will form the production core for Stout Magazine.

We hope that Stout Magazine makes for enjoyable reading. Send us your suggestions, comments and ideas along with a reaction to the magazine. Correspondence should be addressed to:

Stout Magazine  
Office of University Relations  
Administration Building  
UW-Stout  
Menomonie, WI 54751.

## Business office receives national award

Stout has received a national award for a program designed to increase efficiency and reduce costs in its business office operations.

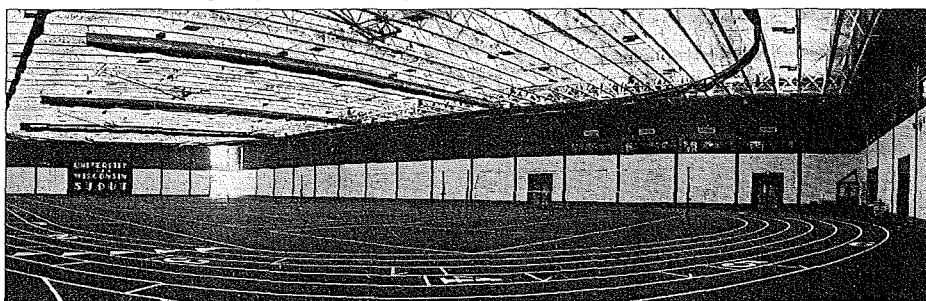
The honor is through the Cost Reduction Incentive Awards Program sponsored by the National Association of College and University Business Officers and the United States Steel Foundation Inc.

This annual award is presented to colleges and universities who have developed cost saving innovations and techniques. Stout's winning application, developed by assistant controller Diane Moen, involved a computer programming project through which the university or-

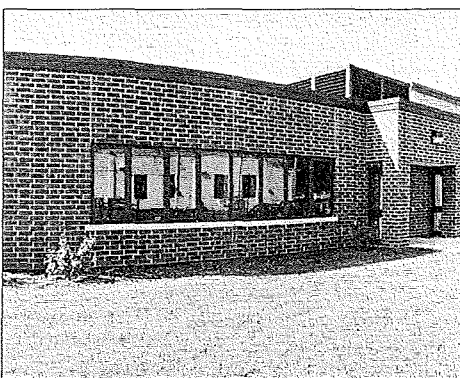
ders and pays for equipment, supplies, services, travel and other non-personnel items. The project was titled "System Design: Using an Overall Approach and Eight Key Concepts for Systems Development."

James Freer, deputy assistant chancellor for administrative services, said the project was a cooperative effort among Purchasing, Accounts Payable, General Accounting and the Administrative Computer Center. Efficiencies gained through the project will mean a net savings of more than \$40,000 annually for the university, Freer said.

## Construction projects completed



Two new major building facilities have opened on campus. They include a \$4.4 million addition to the south side of Johnson Fieldhouse and a \$2.3 million University Services Building across from the Communications Center on South Broadway. The fieldhouse addition includes a large, multipurpose gymnasium (above) along with weight training, racquetball, recreation and athletic facilities. It is the first addition to the building, constructed in 1964, when Stout had about one-third its present enrollment. The University Services Building (right) will provide additional storage space, a hazardous waste storage facility and space for protective services, central stores and purchasing.



### Stout Magazine

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